

Another record year for Philip Morris

In 1975, Philip Morris unit sales increased by 8.2 billion cigarettes — more growth than the rest of the industry combined.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris USA sales, 1971-75*

| | Billions of Cigarettes | Cigarette Market Share |
|------|---------------------------|---------------------------|
| 1971 | 97.2 | 18.1% |
| 1972 | 110.6 | 20.0% |
| 1973 | 122.9 | 21.3% |
| 1974 | 133.2 | 22.5% |
| 1975 | 141.4 | 23.6% |

*Source: Maxwell Report. Courtesy of Maxwell Div. of Wheat First Securities, Inc.

The Profit Makers come from Philip Morris USA

